



Group Sustainability Policy

Document owner

Approval

Initially adopted

Date last approved

Date of next review/approval

Applicability

Head of Sustainability

Board of Directors

15 June 2018

21 September 2023

Q3 2024

Group

Group Sustainability Policy

1. Purpose Statement

Viaplay Group's purpose is to tell stories, touch lives and expand worlds. Our values are Bravery, Equality, Appreciation and Trust (**BEAT**), which are incorporated into both our sustainability strategy and our daily work. Viaplay Group's sustainability activities aim to maximise and sustain the company's positive impact in relation to our people, customers, audiences, shareholders, and partners, as well as the societies of which we are a part. This work goes beyond compliance requirements and risk management procedures, and sits alongside Viaplay Group's business strategy, Code of Conduct and related policies and guidelines. Our sustainability strategy and work are divided into three thematic focus areas; 1) Climate and the environment; 2) Diversity and inclusion; 3) Well-being and ethics.

To support the execution of our sustainability strategy, we maintain a proactive stakeholder dialogue and continually measure, monitor, and report on our goals, activities, and progress. Our goals and activities are mapped against eight of the United Nations Sustainable Development Goals, which highlights Viaplay Group's commitment to addressing global challenges. This commitment is strengthened by our membership of the UN Global Compact and UN Sustainable Development Goals Media Compact.

2. Target Group

This Group Policy applies to all employees of entities or subsidiaries in which Viaplay Group exercises control (either directly or indirectly).

3. Principles

3.1 Introduction

To maximise Viaplay Group's positive impact, our sustainability work is spread across three thematic focus areas, which are further divided into four elements: 1) delivering outstanding content; 2) creating engaging customer experiences; 3) empowering our people; and 4) partnering for growth. Our sustainability strategy consists of bold five-year goals spread out across these focus areas and elements and is further developed with a series of annual targets set each year to drive progress. Viaplay Group aims to create value by pursuing its mission of telling stories, touching lives, and expanding worlds. We intend to achieve this through our platforms by using the power and reach of Viaplay Group's voice to inspire and engage. Viaplay Group aims to continue to do better business by working across the three thematic focus areas of our sustainability strategy, and to continuously improve the way we work with content production by minimising environmental impact, maximising recycling and the effective use of

resources, and minimising travel and energy consumption. In all areas, our sustainability work is based on universal principles and guidelines.

We follow the OECD Guidelines for Multinational Enterprises on responsible business conduct. We are committed to the United Nations Global Compact's principles in the areas of human rights, labour rights, environment and anti-corruption.

These principles, in turn, are based on the [Universal Declaration of Human Rights](#) and its two corresponding covenants: [The International Covenant on Civil and Political Rights](#) and [The International Covenant on Economic, Social and Cultural Rights](#). They are also based on the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention against Corruption. We respect human rights in accordance with these internationally accepted standards and expect the same from our partners and suppliers.

We want to develop and maintain strong business relationships with suppliers and business partners who are committed to ethical standards equivalent to our own. As a result, our Supplier Code of Conduct sets out the standards with which all companies providing products and/or services to any Viaplay Group company are expected to comply. We have established a due diligence process for proactive and systematic identification and review of potential or actual breaches of these standards and where they could occur. Additionally, we are committed to mitigating and remedying any breaches to standards that do occur. This process covers our own operations and supply chain. Sustainability concerns are also part of the Economic, Social, Governance (ESG) due diligence in our Mergers & Acquisition Process including ESG screening of potential markets.

We are committed to the contributing to eight United Nations Sustainable Development Goals (SDGs): SDG 3 - Healthy Lives and Well-Being; SDG 5 - Gender Equality; SDG 8 - Decent Work and Economic Growth; SDG 10 - Reduced Inequalities; SDG 12 - Responsible Consumption and Production; SDG 13 - Climate Action; SDG 16 - Peace, Justice and Strong Institutions; and SDG 17 - Partnerships for the Goals.

3.2 Taking climate and environmental action

We have committed to reducing greenhouse gas emissions across our business and supply chain by setting targets and objectives line with the stated goals of the Paris Agreement. We monitor, measure, and regularly report on our carbon footprint by applying the international standard Greenhouse Gas Protocol, and are committed to the Science Based Targets initiative, Business Ambition for 1.5 C Campaign, and the UN's Race to Zero.

Environmental management

Viaplay Group's Board of Directors and members of the Group Executive Team are committed to compliance with all relevant environmental laws and regulations as well as the continuous improvement of Viaplay Group's environmental performance.

We support a precautionary and preventative approach to environmental management to ensure, wherever possible, that we prevent issues from arising in the first place and focus our work on the following areas:

- Facilities (including energy consumption and renewable energy)
- Film/series productions
- Technology and services (including the distribution of the latter)
- Business travel
- Use of materials and waste management.

We expect our suppliers and business partners to conduct business in an environmentally friendly manner as well. We follow up on this through our responsible sourcing process and include environmental aspects in our due diligence process for mergers and acquisitions. Additionally, we implement measures to raise internal and external stakeholders' awareness of our sustainability policy, climate and environmental impacts.

Group Sustainability is responsible for the implementation of environmental management systems put in place to drive continuous improvement of Viaplay Group's environmental performance.

3.3 Advancing diversity and inclusion

We promote diversity and inclusion (D&I) in our content, conduct and culture. The range of our content, both original and acquired, demonstrates our commitment to inclusivity by reflecting a wide range of perspectives and challenging stereotypes, while raising important questions. We partner with a variety of organisations to promote D&I and we also produce storytelling that raises important societal issues.

We aim to use the power of media to make a positive impact on society and the communities in which we operate. We safeguard freedom of expression and editorial integrity, oppose censorship, and donate airtime to worthy causes. We make a broad range of content available and encourage D&I both behind and in front of the camera.

3.4 Promoting well-being and ethics

We promote a transparent and inclusive culture. We live according to our values of Bravery, Equality, Appreciation and Trust. We seek to attract, develop and empower talents, and to provide safe, fair and healthy workplaces where our people can thrive.

We follow the UN Global Compact Principles and the International Labour Standards on Freedom of Association set by the International Labour Organization (ILO). Our open attitude ensures that employees are free to join unions or bargain collectively. We aim to work only with suppliers who abide by our Supplier Code of Conduct and who respect and enforce human rights.

We never compromise our ethical standards when conducting business, and we have a zero-tolerance policy against bribery and corruption. We protect the data and privacy of our stakeholders. We require our people and suppliers to maintain the high standards of behaviour set out in Viaplay Group's Code of Conduct and Supplier Code of Conduct.

We broadcast and stream children's content (both our own and acquired) that aims to educate and entertain. We take great care when selecting and scheduling age-restricted content. We offer tools that enable parents and guardians to control the content to which minors have access. Our Broadcast Compliance team works to ensure that we follow all applicable laws, regulations and guidelines.

4. Roles and Responsibilities

- Viaplay Group's Board of Directors has overall responsibility for the Group's sustainability strategy, goals, agenda and practices. The Head of Sustainability is the owner of this Group Policy and is responsible for its content. He/she is also responsible for maintaining and updating this Group Policy, and for ensuring that it is properly published and enforced.
- Members of the Group Executive Management Team are responsible for communicating and implementing this Group Policy, and for ensuring that all employees within their areas of responsibility are familiar with and follow this Group Policy. All Viaplay Group employees are individually responsible for reading, understanding and following this Group Policy when applicable. Each employee is encouraged to raise any concerns about actual or possible violations of this Group Policy to Viaplay Group's Sustainability team (sustainability@viaplaygroup.com) or through the whistleblower procedure available on Viaplay Group's intranet.

5. References

- Code of Conduct
- Supplier & Business Partner Code of Conduct
- Group Travel & Expense Directive
- Group Human Rights Policy

6. Document History and Change Information

For details of this Group Policy's document history and change information, see [Appendix 1](#).

Appendix 1 - Document History and Change Information

Version	Revision Date	Change information
1	2018-06-15	Initial Group Policy
2	2019-09-23	Updated strategy and focus areas, including sustainable development goals, purpose and values.
2.1	2019-10-23	Name change from Corporate Responsibility to Sustainability and changes in roles and responsibilities due to internal reorganisation. Local CEOs replaced by Members of the Group Executive Management team and the Extended Management team.
2.2	2019-02-13	Deletion of one of the Sustainability Development Goals (SDG 7) in Section 3.1.
3	2020-09-24	Added information on signing the UN Global Compact and committing to UN Sustainable Development Goals Media Compact Initiative (p.1), our approach to responsible sourcing (p.3.1) and focus areas for our environmental work (p.3.5).
4	2021-09-21	Minor edit. Policy will be reviewed once the new Viaplay Group's Sustainability strategy is launched.
5	2022-09-22	Major changes to content Section 1 and 3: updated strategy and focus areas, introduction of formal environmental management and introduction of work with SBTi.
6	2023-09-21	Minor edits